

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

COMMITTEES – CONSTITUTION OF THE COMMITTEE – REVIEW ON
COMMUNICATION OF LARGE MEDIA CAMPAIGNS – ORDERS – ISSUED.

GENERAL ADMINISTRATION (I&PR-I) DEPARTMENT

G.O.Ms.No. 620

Dated: 18 -11-2011

ORDER

Government reviewed the procedure and approach to the Publicity of various welfare programmes being adopted by the Commissionerate of Information and Public Relations and other Government Departments.

2. Government after careful examination hereby decide to Constitute the Committee under the Chairmanship of Chief Secretary with the following Members:

Chief Secretary	..	Chairperson
Principal Secretary , Finance	...	Member
Commissioner , Rural Development	..	Member
Principal Secretary, MA&UD	Member
Commissioner/Director, Public Health	...	Member
Principal Secretary, Irrigation	Member
Principal Secretary, R&B	Member
Managing Director, APSRTC	Member
Commissioner, I & PR & E.O.Secretary to Govt., G.A.D.(I&PR)		Member- Convenor

3. The Committee is requested to deliberate and finalise the following issues and submit report to the Government:

- i). Right mix up of the media formats to be utilized in Government publicity
- ii). Budget requirements and coordination of all IEC activities across all the Government Departments
- iii). Execution of the major publicity campaigns and agencies to be involved
- iv). The process to be adapted in finalizing the agencies and approach there of for execution of these campaigns
- v). Leverage Government resources like
 - a) Hoardings and other publicity related opportunities in urban areas
 - b) RTC Buses

(BY ORDER AND IN THE NAME OF THE GOVERNOUR OF ANDHRA PRADESH)

B. VENKATESHAM
EX-OFFICIO SECRETARY TO GOVERNMENT

To

The Chief Secretary to Government

The Principal Secretary to Government, Finance Dept.

The Commissioner, Rural Development.

The Principal Secretary to Govt. , MA&UD Department

The Commissioner/Director, Public Health, Department of Health.

The Principal Secretary to Govt., Irrigation Department

The Principal Secretary to Government, R & B Department

The Managing Director, APSRTC, Hyderabad

The Commissioner, I & P R and E.O. Secretary to Govt., GAD(I&PR)

Copy to:

P.S. Prl. Secretary to C.M.

P.S. to Minister (I&PR)

P.S. to Chief Secretary to Govt.

P.S. to E.O. Secretary to Govt., G.A.(I&PR) Dept.

Accountant General, Andhra Pradesh, Hyderabad.

Director of Treasuries and Accounts, Hyderabad.

Pay and Accounts Officer, Hyderabad.

S/f, S/c

//FORWARDED::BY ORDER//

SECTION OFFICER